



DFIC

## Market Development

### Market Analyses

- Product/Market analyses
- Specific researches
- Market surveys
- Identification of target markets and segments
- Competition analyses
- Fact Finding Missions
- Tender screening



### International Fitness

- Analysis of the company potentialities
- Identification of bottle-necks and mobilisation of the potentialities
- Elaboration of a catalogue of short – and middle-term measures
- Implementation monitoring
- Outsourcing of sales

### Market Development Concept

- Identification of key market parameters
- Identification of certification and other legal requirements
- Formulation of sales and after sales concepts
- Marketing and budget planning
- Marketing measures (e.g. exhibition participations)
- Procurement of relevant customers
- Identification of project possibilities

